

**EXAMINING PRODUCT AND EXTERNAL FACTORS
AFFECTING THE SATISFACTION OF SMARTPHONE
CONSUMERS**

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UUM
Universiti Utara Malaysia

MASTER OF SCIENCE (INTERNATIONAL BUSINESS)

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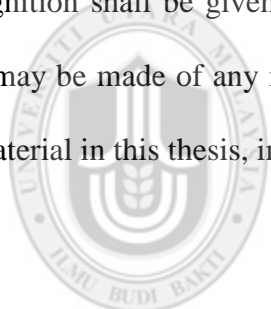


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A thesis submitted to the Faculty of International Studies in partial fulfillment of requirement for the degree Master of Science (International Business) University Utara Malaysia

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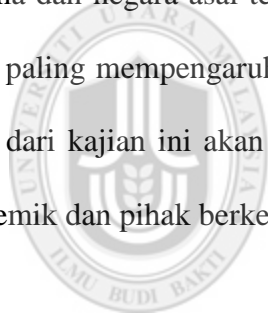
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ABSTRACT

Smartphone is a fast growing product in electronic industry and it has been considered important for most of the people following its diversity of its use. The purpose of this study is to identify factors that affect satisfaction of customer after purchasing the product. The study employs quantitative method by surveying Generation Y among in Northern region of Malaysia with 382 respondents was participated. This study employs the Descriptive analysis, Correlation analysis, and Multiple Regression analysis. The results of this study are supported that product judgment, product feature, social influence, brand image and country of origin are correlate significantly with customer satisfaction. Meanwhile, the most influential element on customer satisfaction is product judgment. A discussion of the result of this study will form the basis recommendation for local producers, academicians and other stakeholders of the smartphone industry in Malaysia.

ABSTRAK

Telefon pintar telah berkembang pesat dalam industri elektronik dan ianya dianggap penting untuk kebanyakan orang oleh kerana kegunaannya yang pelbagai. Tujuan kajian ini dilaksanakan adalah untuk mengenalpasti beberapa faktor yang mempengaruhi kepuasan pengguna telefon pintar selepas pembelian produk tersebut. Kajian ini menggunakan kaedah kuantitatif dengan tinjauan keatas Generasi Y di kawasan utara Malaysia dengan jumlah responden yang terlibat seramai 382 orang. Kajian ini juga menggunakan analisa deskriptif, analisa korelasi dan analisa regresi pelbagai. Hasil dari kajian ini telah menunjukkan penilaian produk, ciri-ciri produk, pengaruh rakan sebaya, jenama dan negara asal telah mempengaruhi kepuasan pelanggan. Sementara itu, unsur yang paling mempengaruhi kepuasan pelanggan adalah penilaian produk. Perbincangan hasil dari kajian ini akan menjadi cadangan asas kepada pengeluar tempatan, ahli-ahli akademik dan pihak berkepentingan lain di dalam industri ini di Malaysia.



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LIST OF ABBREVIATIONS

COMDEX – Computer Dealer’s Exhibition

COO – Country of Origin

CSL – Commitment Service Loyalty

IBM – International Business Machines Corp

iOS – iPhone Operating System

MMS – Multimedia Messaging Service

MyIX – The Malaysian Internet Exchange

OS – Operating System

PDA – Personal Digital Assistant

SMS – Short Message Services

SPSS – Statistical Package for the Social Science

TPB – Theory of Purchased Behavior

TRA – Theory of Reasoned Action

UniMAP – Univeristi Malaysia Perlis

VIF – Variance Inflation Factor



CHAPTER ONE

INTRODUCTION

1.1 Overview

Smartphone industry receives attention from manufacturers to promote electronic devices into the market and cope with the market trend switching from conventional mobile phones to more advanced software-equipped phones. This study is conducted with the hope that it could help local producers targeting Malaysian customers by looking from customers' perspectives towards the products and staying competitive in this industry. Chapter one discusses issues relating to the intentions to purchase smartphone by Malaysians Generation Y. The starting of this chapter will focus the background of the study, research gaps, research problems, research questions and objectives as well as the scope of the study. Later, it will be followed by the significance of the study of which contributes to marketing knowledge at the end of this chapter.

1.2 Background of Study

The main purpose of this study is to understand the critical factors affecting customer satisfaction of smartphone and to understand better the current dynamics of the Malaysia market for smartphone from the perspective of end consumers based on the Theory of Planned Behavior (TPB). The focus on smartphone product is gaining importance for the

The contents of
the thesis is for
internal user
only

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